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UNITED STATES DEPARTMENT OF AGRICULTURE  
Bureau of Agricultural Economics,  
Washington

F.S.  
A-7

February 20, 1925.

FOREIGN NEWS ON APPLES  
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MARKETING AMERICAN APPLES IN STOCKHOLM, OSLO (CHRISTIANIA), AND BERGEN

Stockholm, Oslo (formerly Christiania) and Bergen complete the list of Scandinavian cities providing important markets for American apples. Stockholm is the most important from all viewpoints, with its population of 500,000.

STOCKHOLM

Purchasing from New York through agents appears to be the most popular method of securing supplies. Some supplies are secured by direct order from shippers in New York, either by outright purchase or on consignment. Owing to the superior steamship service from America enjoyed by Gothenburg, practically all shipments for Stockholm are landed at Gothenburg and forwarded by rail. Use is made also of European auctions, and reshipping from Hamburg is much cheaper than is direct shipment from America, but the common objections to this method - loss by damage, and pilfering - discourage it's general use.

Tyrol Apples are Strong Competitors of the American Product.

More Tyrolian apples are to be seen in the Stockholm shops in mid-winter than Canadian and American apples combined. During the autumn, supplies from southern Europe are augmented by domestic fruit, and by apples from The Netherlands and Denmark. It is stated that from July till the end of October this season, at least twenty cars of Tyrolian apples arrived daily.

It appears that Stockholm takes about equal weights of boxed and barreled apples at the present time. This is somewhat characteristic of Sweden as a whole, although in the long run the country probably uses a slightly heavier tonnage of American barreled apples than of boxed fruit. The barreled varieties wanted are York Imperial, Ben Davis, and Baldwin. The boxed varieties most commonly ordered are Jonathan, Spitzenburg, Winesap and a few of Yellow Newtown. This year the Ortley has been taken in greater quantities than usual, and is only slightly less popular than the Newtown. Sizes wanted are from 150 to 200.

Storage Facilities.

The City of Stockholm provides cold storage in connection with its market, and some importers lease space by the year. Such space is used principally for pears and other soft fruits. Practically no cold storage is used for apples, which are purchased for the greater part on a "hand-to-mouth" basis and stored in the rooms of the importers.

OSLO (CHRISTIANIA)

Oslo has a population of 250,000 and distributes American apples and other imported fruits to all of southern Norway. Two steamship lines give direct ser-



vice from New York and numerous boats make frequent trips to and from Copenhagen, and to British ports via Bergen and Gothenburg.

#### Demand and Competition in Oslo.

Oslo does not have the good rail connections that Gothenburg and Stockholm have for importing apples from Southern Europe. However, these fruits feature in competition with America even if to a smaller extent. During the fall Norwegian apples from the Hardanger Valley on the west coast are in all of the markets. They consist mostly of the Gravenstein variety, and although production is quite variable in different seasons, when there is a crop the apples are reputed to be very good and of high quality. They also have better keeping qualities than the Gravenstein grown in America.

Barreled apples from the United States have been coming into Norway for many years, but boxed apples did not make their appearance until about 1909. The duty has curtailed consumption, however, and has had the same general effect on barreled apples as in other markets.

Owing to the fact that apples are sold by the piece or dozen in Norway as well as by the pound, some of the larger sizes are taken in this market. While limited quantities of boxed apples are taken with sizes running up to 125's the greatest demand is for the smaller sizes, ranging from 150's to 200's.

Varietal demands are not different from other markets mentioned. This year has seen more Ortleys on the market than ever before and they seem to be giving satisfaction although they do not replace the Newtown.

#### Norway's Protective Duty.

Norway's duty on apples is different from that of any other country observed, since it is 100% higher from August 1st till December 31st than it is during the balance of the year. The trade claims that this was established nominally to protect Norwegian apple growers, but that since no change is made in years like the past when they have no crops, it would seem that the duty is intended to provide revenue. There is no question that the duty has had a restricting effect on the importation of those varieties of barreled apples that are shipped most heavily during the fall and early winter. From August 1st to December 31st it is 40 øre Gold. per kilo (about 4.9¢ per lb.) and from January 1st to July 31st, 20 øre Gold. per kilo (about 2.44¢ per lb.), the gold øre being worth 2.68¢. Bananas have a duty of 5 øre Gold per kilo and oranges 2 øre Gold, with no seasonal changes. The low duty on oranges is accounted for by a commercial treaty between Spain and Norway.

#### Methods of Distribution in Oslo.

The importers receive their supplies of boxed apples from European auction markets as well as from America, although firm orders on an f.o.b. New York basis, cash against documents in Oslo, seems to be the most regular source.

The agents have an association which is called "Import og Export Agenters Forening" (Import and Export Agents' Association) and the importers two organizations called "Colonialgrossisternes Landsforening" (National Association of Colonial Products Wholesalers), and "Frucht Importørenes Forening" (Fruit Importers Association).

*Journal of Management Education* 30(6)



Formerly orders were placed for goods to be consigned on certain ships but owing to the difficulty arising out of shipments missing certain ships in New York, agents have made it a practice of late to book orders subject to being filled during a stated period.

The wholesale trade in Oslo is not concentrated as it is in most large cities, but is scattered about. Small wholesalers cart their fruits and vegetables to the public market square and sell to small shop-keepers and retailers, while the larger retailers look up the wholesalers who may have small lots on show in back rooms of cellars and larger supplies in a more distant storage.

Most of the importers are dealers in Colonial products and do a small order jobbing business to the country points. For this reason apples are wanted that are in good shipping condition when they reach Oslo.

Several of these firms have leased warehouse space in a large central warehouse building called "Kristiania Havnelerger" (Kristiania Port Warehouse), situated at the quay-side and convenient to rail connections. This is a corporate warehousing business that was built during the flush of war expansion. Space is available in this building for dry storage and storage conditions were as suitable to apples as is generally found in buildings not designed for apples.

### BERGEN

Bergen, one of the oldest trading cities of Northern Europe, now has a population of about 100,000. Of the American apples imported at this point it is estimated that about two-thirds are for local consumption. The balance is re-shipped to the northern part of Norway, Bergen being the distributing center for supplies going to all of the seaport towns along the north coast.

The port is served by a line which has sailings from New York about every three weeks. Some apples arrive on the slower freighters and to those who are acquainted with shipping these ships are a means of reducing freight costs. The liners make Bergen a port of call and therefor discharge cargo during a minimum of time and at a higher cost than is necessary for discharging from the regular freighters. Bergen also has splendid service to England via Newcastle with three sailings per week. This provides a source of American fruits through British auction markets, principally Glasgow.

Ordering American apples from American firms is on about the same basis in Bergen as in Gothenburg, Stockholm, and Oslo. The largest importers are looking to the agents of American firms for their regular source of supply.

### Demand and Competition.

The statements regarding Oslo apply to Bergen. Bergen, however, is nearer the Hardanger Valley and no doubt feels the influence of the competition of Norwegian apples more than is the case with Oslo.

Tyrolian apples were very much in evidence in the Bergen retail shops in January and were shown in quantities about equal to those of American apples.

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